

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

**Thanksgiving 2004
TURKEY BREASTS**

(4-8 lbs.bone-in; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV											
Connecticut	Big Y	Butterball	2.79	1.99							
Washington, DC	Giant	Butterball		2.49							limit 1
		Shady Brook	1.99								limit 1
	Shopper's	No Label	1.98								
Delaware	Giant	Shady Brook	1.99								limit 1
		Butterball		2.49							limit 1
	Pathmark	Marval		1.69							w/ certified purchase
		"		free							
	Shady Brook	1.99									
	" "	1.79									Hotel Style (w/ wings)
Georgia	Publix	Publix	1.99								
	Kroger	Carolina	1.99								
		Honeysuckle	1.29								
Maryland	Food Lion	Butterball		2.49							
		Jennie-O	2.19								
	Magruder's	Perdue	1.99								
	Shopper's	Butterball		1.98							
		Pride of Farm		0.98							
		Shady Brook	1.98								
	Safeway	Shady Brook	2.59								
	Medallion		1.99								
	Weis	Butterball	2.69								
		Golden Acre		1.29							
Massachusetts	Big Y	Butterball	2.79	1.99							
New Jersey	Associated	Shady Brook	2.29								
	Giant	Shady Brook	1.99								limit 1
		Butterball		2.49							limit 1
	Foodtown	Empire				2.49					
		Shady Brook	1.99								
		" "	0.50								limit 1 w/ \$250 purchase
	Pathmark	Marval		1.69							w/ certified purchase
	"		free								
	Shady Brook	1.99									
	" "	1.79									Hotel Style (w/ wings)
New York	Associated	Shady Brook	2.29								
Metro NYC	Foodtown	Foodtown		1.49							limit 1 w/ \$250 purchase
		"		free							
		Shady Brook	1.99								
	" "	0.50									limit 1 w/ \$250 purchase

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
New York Metro NYC (continued)	Gristedes	Shady Brook	1.99								
	King Kullen	Pilgrim's Pride		1.79							
	Pathmark	Marval		1.69							w/ certified purchase
		"		free							
		Shady Brook	1.99								Hotel Style (w/ wings)
		" "	1.79								
	Pioneer	Shady Brook	1.99								
Pennsylvania	Boyer's	Shurfine		1.19							
	Clemen's	Marval		1.99							
		Shady Brook	2.29								
	Landis	Shady Brook	1.99								
	Pathmark	Marval		1.69							w/ certified purchase
		"		free							
		Shady Brook	1.99								Hotel Style (w/ wings)
		" "	1.79								
	Shop'n Save	Honeysuckle		1.49							
South Carolina	Kroger	Carolina	1.99								
		Honeysuckle	1.29								
Vermont	Price Chopper	Plainville							3.99		
		Shady Brook	1.99								
		No Label		1.49							
Virginia	Food City	Food City		1.29							
	Food Lion	House of Raeford		1.69							
		Jennie-O	2.19								
	Giant	Shady Brook	1.99								
		Butterball		2.49							
	Shoppers	Pride of the Farm		0.98							
		Shady Brook	1.98								
	Ukrop's	Ukrop's		1.89							
		Shady Brook	2.99								
	Wal-Mart	Honeysuckle		1.18							
CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI											
Alabama	Publix	Publix	1.99								w/ store card
	Kroger	Carolina	1.99								
		Honeysuckle	1.29								
Arkansas	Dillon's	Honeysuckle		1.69							
Illinois	Dominick's	Jennie-O	1.69								w/ store card
Iowa	Dahl's	Farm Fresh		1.29							
	Hy-Vee	Jennie-O		1.29							
		Honeysuckle	1.99								

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Iowa (continued)	Sam's Club	Honeysuckle	2.37								
		Riverside	1.78								
	Super Target	Jennie-O		0.88							
	Wal-Mart	Butterball		1.68							
Kansas	Dillons	Honeysuckle		1.69							
	Hen House	Hen House Honeysuckle	2.49	1.29							w/ store card w/ store card
Kentucky	Food City	Food City Jennie-O		1.29 1.29							
	Remke	Amish Valley	1.99								
Minnesota	Country Market	Jennie-O	2.49								
	Cub	Jennie-O		1.29							
	Rainbow	Jennie-O	2.69								
	Lund's & Byerly's	Jennie-O	2.69	1.69							
Missouri	Diebergs	Honeysuckle		1.69							
	Dillon's	Honeysuckle		1.69							
	Hen House	Hen House Honeysuckle	2.49	1.29							w/ store card w/ store card
	Gerbe's	Honeysuckle		1.69							
	Schnuck's	Schnuck's Honeysuckle		1.49 1.69							
	Shop n' Save	Medallion		1.39							
Mississippi	Brookshire's	No Label	1.39								
	Kroger	No Label		1.29							
	Piggly Wiggly	Piggly Wiggly		0.99							
Nebraska	Bakers	Honeysuckle		1.69							w/ store card
Ohio	Dorothy Lane	Bowman & Landes	4.29								all natural; locally grown
	Kroger	Shady Brook Honeysuckle	1.99	1.59							
Oklahoma	Albertson's	Honeysuckle	1.99								
	Homeland	Honeysuckle		1.69							
Tennessee	Food City	Food City Jennie-O		1.29 1.29							
	Kroger	Carolina Honeysuckle	1.99								
			1.29								
Texas	United	Honeysuckle	1.29								
Wisconsin	Cub Foods	Jennie-O		1.29							
		No Label		1.69							

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WESTERN U.S. - AK,AZ,CA,CO,HI,ID,MT,NM,NV,OR,UT,WA												
Alaska	Carrs Safeway	No Label		1.79								
Arizona	Albertson's	Honeysuckle		1.49								
	Fry's	Honeysuckle		1.49								
California	Northern	Albertson's	Butterball	1.99								
			Foster Farms	1.99								
		Andronico's	Zacky	2.59								
		Molly Stones	Molly Stones	2.39								
		Safeway	No Label		1.69							
			Foster Farms	2.29								
	LA Metro	Tragg's	Foster Farms	2.49								
		Albertson's	No Label		0.99							
		Ralph's	Jennie-O		1.29							
			Zacky		1.29							
		Stater Brothers	Roast-Rite		0.99							
		Von's	No Label		1.69							
		Zacky	2.29									
Colorado	City Market	Honeysuckle	2.29									
		No Label		1.39								
	King Soopers	Honeysuckle	2.29								w/ store card	
		No Label		1.39							w/ store card	
	Safeway	Honeysuckle	2.49									
Hawaii	Top	Butterball		1.69								
Idaho	Albertson's	Norbest	1.99									
	Rosauers	Norbest	1.98									
	Saving Center	Jennie-O		0.99								
	Smith's	Jennie-O		1.19								
		Norbest		1.19								
Montana	Albertson's	Norbest	1.99									
	Rosauers	Norbest	1.98									
New Mexico	Albertson's	Honeysuckle		1.49								
	City Market	Honeysuckle	2.29									
		No Label		1.39								
Oregon	QFC	Norbest		1.49							w/ store card	
	Rosauers	Norbest	1.98									
Washington	Rosauers	Norbest	1.98									
	Thriftway	No Label	2.49									
Wyoming	King Soopers	Honeysuckle	2.29								w/ store card	
		No Label		1.39							w/ store card	